



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: ANTHONY R. ROTHSCHILD

Art Unit: 3622

Serial No.: 09/755,541

Filed: January 5, 2001

Examiner:

Title: SYSTEM AND METHOD FOR ADDING
AN ADVERTISEMENT TO A PERSONAL
COMMUNICATION

DECLARATION OF JEAN PAUL SCHMETZ

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I, Jean Paul Schmetz, declare as follows:

1. I am a non-executive board member of several Burda Digital GmbH subsidiaries and an advisor to the Burda group of companies. From 1998 to 2003, I was Chief Executive Officer (CEO) of CyberLab. I currently reside in Munich, Germany.

2. I understand that Anthony Rothschild is the named inventor of patent application serial number 09/755,541, entitled SYSTEM AND METHOD FOR ADDING AN ADVERTISEMENT TO A PERSONAL COMMUNICATION and filed January 5, 2001. I do not have any ownership interest in this patent application nor do I have any business relationship with Mr. Rothschild.

3. In 1998 and early 1999, Mr. Rothschild met with my personal friend and colleague Felix Burda of Burda GmbH, one of the largest diversified media companies in Germany and Europe, to discuss Internet-based business concepts. During these discussions, Felix Burda referred Mr. Rothschild to me and my company, CyberLab, a subsidiary of Burda GmbH.

4. In April 1999, I had an initial phone conference with Mr. Rothschild regarding one of his Internet-based inventions. Mr. Rothschild was seeking assistance in implementing software related to his invention. To continue discussions, in April 1999, I duly signed and entered into a Non-Disclosure Agreement (NDA) on behalf of CyberLab with Mr. Rothschild. As stated in the NDA, the general object of Mr. Rothschild's invention was to "exploit commercially a system for attaching interactive targeted advertising to e-mails on the Internet." A true and accurate copy of this NDA is attached hereto as Exhibit A.

5. On or about April 15, 1999, Mr. Rothschild came to Munich, Germany to meet with me and discuss his invention in further detail. During this meeting, Mr. Rothschild described his invention as a method of compensating senders and receivers of electronic communications for carrying advertising material in their communications. He explained that while users could manually select which advertisement to include in a communication, the software would also be able to automatically select and insert an advertisement into a communication based on the content or subject matter of the communication, or the sender's predefined user preferences. Mr. Rothschild further explained that compensation would be in the form of redeemable points (credits) or free services.

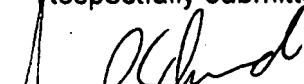
6. Based on the April 1999 meeting and subsequent phone conferences, I directed CyberLab's engineering staff to produce an initial draft proposal and a quote for software development costs. The draft proposal was delivered to Mr. Rothschild on May 27, 1999. The draft proposal included the basic features discussed in prior meetings stating that the "idea behind @dmail would be to aggregate the traffic resulting from people sending each other emails and be able to use this as a basis for selling advertisements. ... The user registers at @dmail and customizes the service for himself (e.g. don't send ads to my boss, include this book from Amazon on every other email but no more than once). ... The user sends an email to the outgoing mail server. An ad is attached to it automatically. ... The registered user can redeem his/her miles at the @dmail web-site." While Mr. Rothschild and I had discussed the feature of

automatically selecting advertisements based on the content of the message, I thought that this would raise significant privacy issues from the point of view of the users. Therefore I did not include this feature in the proposal. A true and accurate copy of CyberLab's draft proposal is attached hereto as Exhibit B.

7. In June 1999, I finalized the implementation details with Mr. Rothschild and two CyberLab executives: Dr. Wilfried Stroehm and Mr. Till Otto. I subsequently directed Dr. Stroehm and Mr. Otto to draft and revise a proposal for Mr. Rothschild's invention based on the finalized implementation details. Despite finalizing the implementation details in June 1999, holidays, resource constraints, and translation efforts delayed the completion of the final written document to August 1999. In August 1999, the detailed plan was published and sent to Mr. Rothschild. Among other things, the detailed plan presents an overview of @dmail, see Section 3.1, and presents additional features discussed in prior meetings. Section 3.1.1, for example, states that @dmail may "generate an 'address book' containing goods-correlations of certain individuals and advertisement groups." Section 3.1.1 also explains that "all advertisements which fit into a participant's field of interests [may] be assigned to his emails by random selection." Section 3.2 discusses the possibility of providing users with a FreeMail-service to handle a participant's emails. We understood a FreeMail service to be an email service that was provided free of cost to the participant to enable the insertion of advertising in connection with their emails. A true and accurate copy of CyberLab's detailed proposal is attached hereto as Exhibit C.

8. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 and Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the patent application or any patent issued thereon.

Respectfully submitted,



Sean Paul Schmetz

Date: July 4, 2007

R. Anthony Rothschild
c/o 10 Finsbury Square, 6th Floor
London EC2A 1LA

12 April 1999

~~Burda~~ Burda Holding - Cyber Lab
Interactive Productions GmbH
Arabellastrasse 23
81925 Munich
Germany
Attn: Jean Paul Schmetz (fax: +49 89 92 50 33 07)

Ladies and Gentlemen:

RE: @ctivemail/Admail

I understand that you may be interested in providing services (the "Services") to the projects (a) currently known as "@ctivemail", a business venture under formation to provide a unified messaging portal to the Internet for access by various communication methods including but not limited to computer, telephone and fax ("@ctivemail"), and (b) currently known as "Admail", a business venture under formation to exploit commercially a system for attaching interactive targeted advertising to e-mails on the Internet ("Admail"). In connection with your interest in providing Services, I propose to make available to you, and/or to procure that others make available to you, certain technical, financial, marketing, organisational, business strategy and related information regarding @ctivemail and/or Admail (including any such information transferred in writing, orally, visually, electronically or by other means, together, the "Confidential Information"). In consideration of the Confidential Information being made available to you, and as a condition to the disclosure thereof to you, you agree as follows:-

1. The Confidential Information will be used by you solely for the purpose of your evaluation of the desirability of your entering into one or more agreements to provide Services to @ctivemail and/or Admail and for no other purpose.
2. You shall keep all Confidential Information secret and confidential and shall not disclose it to anyone except to a limited group of your own employees and directors who are actually engaged in the evaluation referred to above. You may also disclose it to your outside professional advisors similarly engaged. Each person to whom such Confidential Information is disclosed must be advised of its confidential nature and of the terms of this Agreement and you will ensure that all such persons observe the terms of this Agreement. You shall be responsible for any breach of this Agreement by any of such persons. The fact that Confidential Information has been delivered to

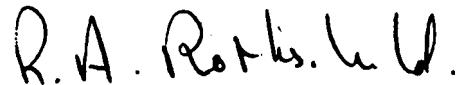
you and that discussions or negotiations have occurred or are occurring regarding your providing Services are considered Confidential Information for purposes of this Agreement.

3. Upon written notice from me to you (i) you will either destroy or return to me the Confidential Information which is in tangible form, including any copies which you may have made, and you will destroy all abstracts, summaries thereof or references thereto in your documents, and certify to me that you have done so, and (ii) neither you nor your directors, employees, agents, or representatives will use any of the Confidential Information with respect to, or in furtherance of, your business, any of their respective businesses, or in the business of anyone else, whether or not in competition with me, or for any other purpose whatsoever.
4. Confidential Information does not include any information which you can show was publicly available prior to your receipt of such information or thereafter became publicly available. Information shall be deemed "publicly available" if it becomes a matter of public knowledge or is contained in materials available to the public or is obtained from any source other than me, provided that such source is not to your knowledge under an obligation of confidentiality with respect to such information or obtained the information from an entity or person under such an obligation.
5. You acknowledge that neither I nor any of my agents, representatives, or employees makes any representation or warranty as to the accuracy or completeness of the Confidential Information and you agree that no such person shall have any liability to you or any of your representatives resulting from any use of the Confidential Information unless otherwise agreed by such person in writing.
6. In the event that you or anyone to whom you transmit the Confidential Information pursuant to this Agreement becomes legally compelled to disclose any of the Confidential Information, you will provide me with notice as promptly as is practical so that I may seek a protective order or other appropriate remedy. If prior notice is not practical you will in any event furnish only that portion of the Confidential Information which you are advised by counsel is legally required and you will exercise all reasonable efforts to cooperate with my reasonable requests at my expense in my efforts to obtain a protective order or other reliable assurance that confidential treatment will be accorded the Confidential Information.
7. You understand and agree that no failure or delay by any person in exercising any right, power or privilege under this Agreement shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any right, power or privilege under this Agreement. You further agree that money damages would not be a sufficient remedy for any breach of this Agreement by you, or your employees, directors or representatives, and that I shall be entitled to specific performance and/or injunctive relief as a remedy for any such breach. Such remedy shall not be deemed to be the exclusive remedy for any such breach of this Agreement but shall be in addition to all other remedies available at law or in equity.

8. Nothing in this Agreement shall impose any obligation upon you or me to provide or agree to provide any Services or to enter into any discussion or negotiations with respect thereto. Nothing in this Agreement shall constitute either of us the agent, advisor or partner of the other.
9. This Agreement shall be governed by the laws of England and shall terminate eighteen months from the date hereof.

If you are in agreement with the foregoing, please sign and return the enclosed copy of this letter which will constitute our agreement with respect to the subject matter of this letter as of the date first above written.

Faithfully yours,



R. Anthony Rothschild

AGREED TO AND ACCEPTED:

~~BURDA~~ BURDA HOLDING - CYBER LAB
INTERACTIVE PRODUCTIONS GMBH

By:  By: _____

Its: CIO LÜBERLAB Its: _____

CIO BURDA NEW MEDIA

CYBERLAB
INTERACTIVE PRODUCTIONS**TELEFAX**

CYBERLAB Interactive Productions GmbH, Arabellastraße 23, 81925 München, Tel.: +49 / 89 / 9250-2354

Datum/Date/Date:

27.05.99

An/to/à:**Bitte folgende Seiten umgehend weiterleiten an: Anthony Rothschild**

Please deliver urgently the following pages to:

Veuillez remettre d'urgence les pages suivantes à:

Nº Telefax:

0033 1 60658201

Von/From/De:

Jean Paul Schmetz/H. Barton

Nº Telefax:

+49 / 89 / 9250 - 3307

Seiten/Pages/Pages:

3

(Inkl. Deckblatt / incl. this cover page / y compris la feuille de couverture)

Sehr geehrter Herr Rothschild,

anbei erhalten sie das angekündigte Fax..

Mit freundlichen Grüßen

CYBERLAB Interactive Productions GmbH*H. Barton*

Heidi Barton

On April 15th, we had the opportunity to discuss your intention of creating a new type of advertisement network on a global basis. In the following document, we would like to describe how this project could best be realized.

Status-Quo

At the moment, the interactive advertisement market is limited to two types of models:

1. Large traffic site sell their own advertisements (Yahoo!, ...)
2. Content sites are outsourcing their advertisement sales to an aggregator (DoubleClick, ...)

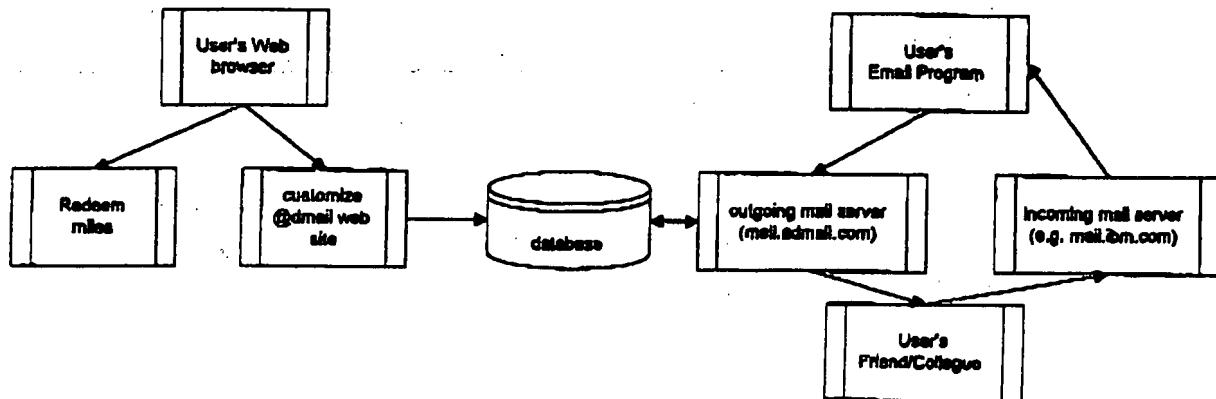
The idea behind @dmail would be to aggregate the traffic resulting from people sending each other emails and be able to use this as a basis for selling advertisements.

Goals and scope

It is the intention of creating an advertisement system that would:

- (1) Allow users to register to the system and select which advertisement they would like to include to their emails. Users should be able to go to a fairly high level of details (i.e. do not include advertisements on email going to my boss, ...)
- (2) Allow users to track the response to their @dmails and know how much credit they have received.
- (3) Provide a way for users to redeem their @dmail credits (e.g. against frequent flier miles, .books, ...)

Technically, this would require the following system:



The steps are the following:

1. The user registers at @dmail and customizes the service for himself (e.g. Don't send ads to my boss, include this book from Amazon on every other emails but no more than once, ...)



2. The user needs to make a few changes to his email client software (very easy but not always possible within firewalls)
3. The user sends an email to the outgoing mail server. An ad is attached to it automatically
4. When the user's friend receives the email, an ad is attached to it.
5. If he replies to the email, the email goes to the traditional incoming mail server.
6. The registered user can redeem his/her miles at the @dmail web-site

Next steps

- Development of a detailed technical concept and user interface script.
- Examination of the business model
- Check of the different associates models offered on the web to see whether we can build a profitable business based on this

Costs:

15 man/days at 3,000 DM per day: 45,000 DM refundable (pro-rata) if Burda decides to take a share of the company.

Sincerely,

Jean Paul Schmetz

A handwritten signature in black ink, appearing to read "Jean Paul Schmetz".

CYBERLAB

CYBERLAB®
INTERACTIVE PRODUCTIONS

**Konzept
zu Aufbau und Betrieb
einer neuen Werbeplattform
- @mail -**



München, August 1999

**Dr. Wilfried Ströhm
Till Otto**

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**Konzept
zu Aufbau und Betrieb
einer neuen Werbeplattform
- @mail -**

1. Die Idee

Es wird ein aktives Netzwerk für Werbung aufgebaut, das private Emails für Werbung nutzt.

Die Vorteile von @mail

- @mail stellt für Anbieter eine völlig neue, weltweit nutzbare Form sanfter Werbung im privaten Umfeld dar. Dem Anbieter eröffnen sich neue Märkte. Teuere Schaltkosten für Werbebanner entfallen.
- @mail bietet den Werbeteilnehmern eine Einnahmequelle: Diese haben die Möglichkeit, Geld bzw. geldwerte Leistungen zu verdienen.

2. Derzeitige Situation

Die Refinanzierung von Internetauftritten stellt sich nach wie vor problematisch dar. Die Versendung von Werbung an Privatpersonen per Email ist unzulässig. Von daher fällt der gesamte Bereich der „Wurfsendungen“ weg. Auch der Verkauf von Lizzenzen etc. bringt in den meisten Fällen keine nennenswerten Einnahmen.

Refinanzierung wird daher bei den meisten Sites über interaktive Werbebanner generiert, die von den jeweiligen Anbietern auf fremden, gut frequentierten Internetsites plaziert werden. Die Kosten für diese Art der Werbung berechnen sich über einen Tausender-Kontaktpreis.

Werbekontakte werden dabei aus zweierlei Gründen geschaltet:

- Erstens: um die Zugriffe auf die eigene Seite zu steigern, was wiederum heißt, je häufiger die eigene Seite besucht wird, um so höher sind die zu erlösenden Werbeeinnahmen über die dort geschalteten Banner.
- Zweitens: um Produkte zu verkaufen. Wie bei allen anderen Geschäften müssen auch Internet-Shops für ihre Produkte werben. Der Wettbewerb in der virtuellen Welt ist sehr hart, da die Konkurrenz nur einen Mausklick entfernt sitzt und die Bindung an einen bestimmten Anbieter gegenüber der „realen“ Welt deutlich lockerer ist.

Die Schaltung der Werbebanner erfolgt wiederum auf zwei verschiedene Weisen:

- Große, gut frequentierte Anbieter verkaufen ihren Werberaum in eigener Regie (z.B. Yahoo).
- Andere übertragen die Vermarktung ihrer Site einem professionellen Vermarkter (z.B. Doubleclick).

3. Künftige Lösung durch @mail

Die Idee von @mail ist, private Emails für die Verkaufswerbung von Produkten zu nutzen. Werbehinweise werden der Mail dabei einfach angehängt. @mail bietet die Möglichkeit, Einzelprodukte im unteren Preissegment (Bücher, Accessoires, Geschenkartikel) anzupreisen, für deren Werbung Banner zu teuer wären. Die Teilnehmer wählen die Werbung selbst aus.

Kommt ein Geschäft zustande, erhält der Teilnehmer über dieses System einen geldwerten Vorteil. Denn @mail animiert seine Kunden zur Nutzung des Systems durch ein Bonussystem, das den Versand und/oder Empfang von Werbung per Email belohnt. Über diesen Weg der freiwilligen Werbung kann das Werbeverbot per Email an Privatpersonen umgangen werden.

3.1 Absenderbezogenes System

Bereits heute gibt es eine Reihe von Internetfirmen (A), die auf ihrer Homepage klickbare Buttons anbieten als Download-Datei anbieten. Private Nutzer (B) können diese auf ihrer Homepage plazieren. Kommt über diesen Weg zwischen

der Firma (A) und einer Person (B oder C) ein Geschäft zustande, erhält (B) einen Bonus.

- Dieses Prinzip soll nun auf den Bereich private Emails übertragen werden.

Cyberlab akquiriert diese Firmen (A), um privaten Nutzern (B) eine Auswahl an Logos, Produkten, Texten etc. zur Verfügung zu stellen, welche sie ihren Email anhängen können. Erwirbt nun der Empfänger der Email über diesen Link das Produkt, wird (B) ein Bonus gutgeschrieben.

3.1.1 Teilnahme am @mail-Bonussystem

Zur Teilnahme müssen folgende Schritte unternommen werden:

- Der Teilnehmer muß sich bei @mail registrieren. Dabei wird er nach seinen bevorzugen Interessen und denen seiner bevorzugten Mail-Adressa-ten befragt, damit diesen möglichst interessensnahe Werbung zugeordnet werden kann. Nach Angabe seiner persönlichen Daten wird ihm ein persönliches Bonuskonto zugeordnet, das der Teilnehmer über ein Paßwort jederzeit einsehen kann.

Weitere Idee: In einem „Adreßbuch“ kann bestimmten Personen eine bestimmte Werbung zugeordnet werden, die besonders gut auf den Empfänger paßt.

- Ist der Teilnehmer registriert, werden ihm verschiedene Marken bzw. Produkte vorgeschlagen, die er auswählen und für die Werbung selbst konfigurieren kann. Es sollten mindestens 5 Werbungen auswählbar sein, die dann über einen Zufallsgenerator den Mails zugeordnet werden, damit der Empfänger nicht immer die selbe Werbung erhält.

@mail kann seine Teilnehmer aber auch informieren, wenn z.B. eine Werbung 50 oder 100mal versendet worden ist und macht neue Vorschläge.

Alternative:

Alle Werbungen, die auf das Interessenprofil des Teilnehmers passen, werden über einen Zufallsgenerator den einzelnen Mails zugeordnet. In beiden Fällen hat der Teilnehmer aber immer die Möglichkeit die

einzelnen Werbebanner noch mit einem persönlichen Zusatz zu umschreiben, was zu einer Personalisierung der Werbung und damit zu einem erhöhtem Interesse (Klickrate) beim Empfänger führt.

- Der Teilnehmer hat jederzeit die Möglichkeit, die Werbung auszusetzen, wann immer er dies möchte, so z.B. bei geschäftlichen oder offiziellen Mails.
- Auf der @mail-Homepage erhält der Teilnehmer Hinweise, welche Einstellungen er an seinem Browser vornehmen muß, damit seine Mails über den @mail-Server verschickt werden können. Nur dadurch ist es möglich, daß der Mail Werbung hinzugefügt wird und das Bonussystem aktiv wird.
- Über seinen persönlichen Account kann sich der Teilnehmer stets über seinen aktuellen Punktestand (Guthaben) informieren.

Weitere Idee: Denkbar ist ein System, das die Teilnehmer automatisch über Produkte informiert, die sie mit dem aktuellen Punktestand erwerben können.

Volle Transparenz

- Die Teilnehmer an dieser Art von Werbung erhalten somit jederzeit volle Transparenz über ihr Tun.

3.2 Empfängerbezogenes System

Wer Werbung verschickt, kann Bonuspunkte erwerben. @mail funktioniert aber auch umgekehrt: Wer Werbung erhält, bekommt Bonuspunkte.

In diesem Falle arbeitet @mail als empfängerbezogenes System. Das bedeutet, daß zunächst ein FreeMail-Service aufgebaut wird, über den der Nutzer seine Emails abwickelt. Im Zusammenhang mit der Registrierung für den Dienst geben die Teilnehmer ein detailliertes eigenes Interessenprofil ab, damit nur Werbung aus gewünschten Bereichen zugestellt wird.

Empfangen diese Personen nun eine Email, wird dieser beim Eintreffen auf dem FreeMail-Server eine entsprechende Werbung beigelegt. Für das akzeptieren/klicken der Werbung wird der Nutzer mit Bonuspunkten belohnt.

3.2.1 Teilnahme am @mail-Bonussystem

Zur Teilnahme müssen folgende Schritte unternommen werden:

- Der Teilnehmer muß sich bei @mail registrieren. Dabei gibt er sein persönliches Interessenprofil an, damit an ihn adressierten Mails entsprechende Werbung beigefügt werden kann.
- Der Teilnehmer erhält eine persönliche Email-Adresse (name@mail.de). Wird dem Teilnehmer über diese Adresse eine Mail mit entsprechender Werbung geschickt, werden ihm dafür Bonuspunkte gutgeschrieben. Weitere Gutschriften erhält der Teilnehmer, wenn er die Werbung anklickt (betrachtet) bzw. über die Werbung entsprechende Umsätze beim Anbieter getätigten werden.
- Der Teilnehmer hat jederzeit die Möglichkeit, die Werbung auszusetzen, wann immer er dies möchte.
- Über einen persönlichen Account kann der Teilnehmer stets seinen aktuellen Punktestand (Guthaben) abrufen. Denkbar ist ein System, das den Kunden automatisch über Produkte informiert, die er mit dem aktuellen Punktestand erwerben kann.

Volle Transparenz

- Die Teilnehmer an dieser Art von Werbung erhalten somit jederzeit volle Transparenz über ihr Tun.

Vorteile des empfängerbezogenen Systems:

- Empfänger erhalten die Werbung freiwillig
- Mit jeder Mail wird ein geldwerte Vorteil erlangt
- Durch Mitgliederwerbung können weitere Bonuspunkte gesammelt werden
- Es entsteht eine Community, die sich über Produkte austauschen kann
- Werbetreibende Industrie erhält interessierte Kunden
- Firmenmail kann über @mail abgerufen werden und so auch mit der Werbung versehen werden.

4. Vorteile von @mail

4.1 Vorteile für Anbieter

Als Anbieter können für @mail gewonnen werden: Buchläden, Spielzeugläden, Musikläden, Geschäfte für Geschenkartikel, kleine Sachen, für die es sich nicht lohnt, Banner zu schalten.

Handel und Dienstleistung erhalten über @mail ein neues Werbeumfeld. Durch @mail gelangt der Anbieter einen weiteren Schritt näher an den Konsumenten heran, da der Streuverlust durch die bekannten Interessenprofile der Teilnehmer deutlich sinkt. Den Anbietern wird somit eine große Anzahl zusätzlicher Kunden eröffnet.

4.2 Vorteile für Teilnehmer

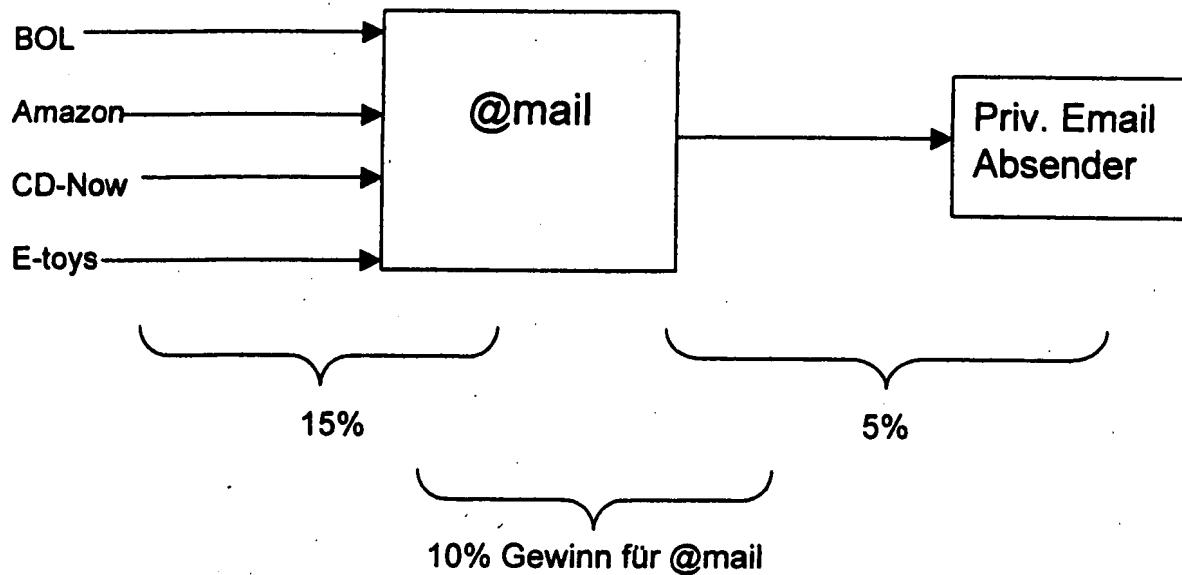
Teilnehmer können Bonuspunkte sammeln, die später gegen Produkte eingelöst werden können. Dieser Anreiz muß so groß sein, daß @mail für jede Mail angewendet wird. Denkbar wären neben dem Bonussystem weitere Anreize (Preise), die über einen bestimmten Zeitraum erworben werden können:

- Preis für denjenigen, der über ein Jahr die meisten Bonuspunkte gesammelt hat.
- Allgemeines Gewinnspiel für alle Teilnehmer, die @mail länger als einen Monat nutzen.
- Auslosung von Preisen unter allen Teilnehmern, wobei die Anzahl der Bonuspunkte die Anzahl der Lose pro Teilnehmer bestimmt.
- etc.

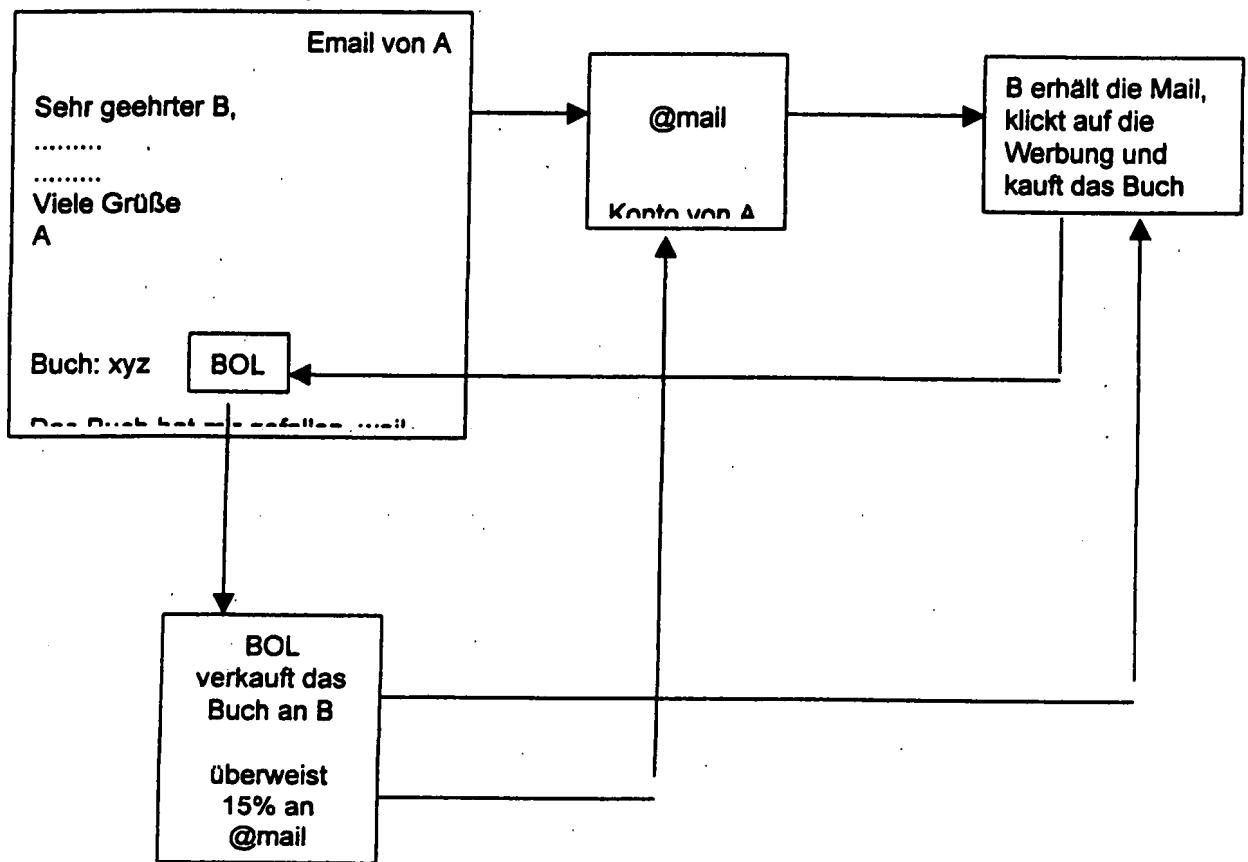
5. Das Business-Modell

Als Großanbieter von Kaufkunden kann @mail besondere Preiskonditionen mit den Anbietern aushandeln. So ist ein Rabatt auf alle verkauften Waren von 15% möglich.

Die Aufteilung der Erlöse ist folgendem Schaubild zu entnehmen:



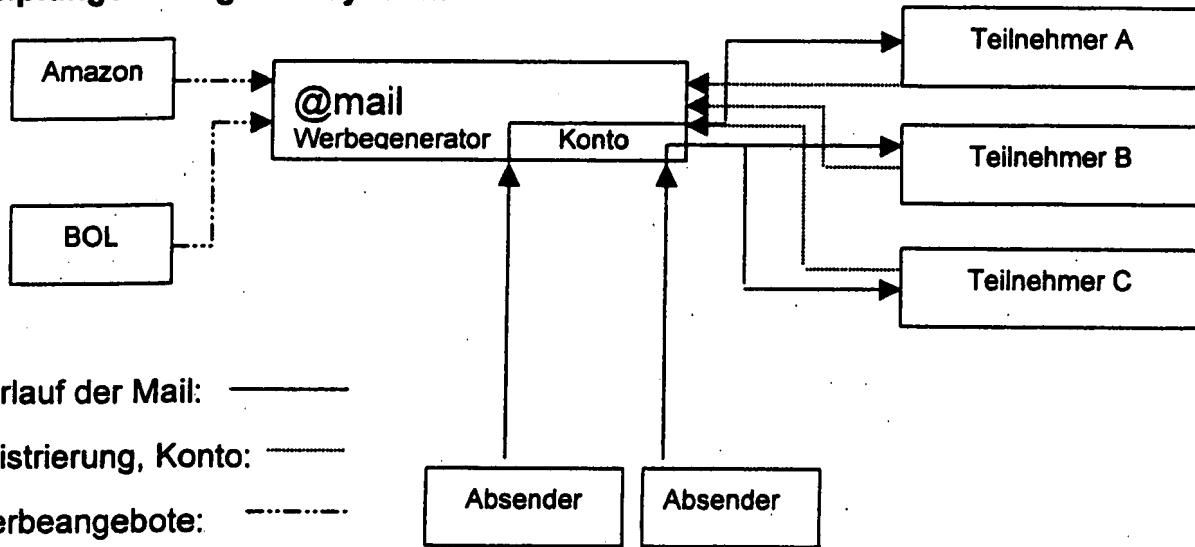
Absenderbezogenes System:



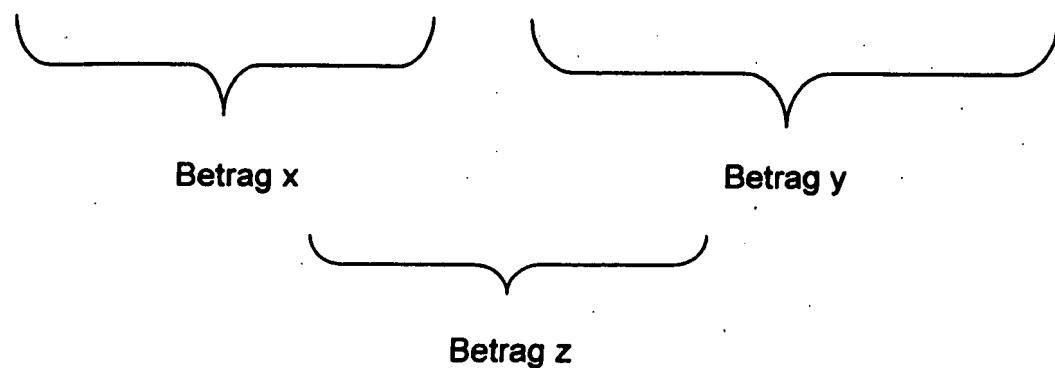
D.h.: Kauft Person B über den Link auf der Werbung von Person A ein Buch im Wert von 100 DM, werden @mail DM 15,- gutgeschrieben. Davon gibt @mail DM 5,- an Person A weiter. Bei @mail verbleiben DM 10,-.

A kann jederzeit sein Konto bei @mail überprüfen.

Empfängerbezogenes System:



Refinanzierung:



6. Wie sieht die Werbung aus

Die Werbung kann als Siment, Text, Minirezension, Wertung, Link etc. geschaltet werden. Wichtige Voraussetzung ist aber, daß die Dateien klein sind und die Übertragungsgeschwindigkeit der Mail nicht beeinträchtigen.

7. Wer kann bei @mail werben

@mail kann von jedem Anbieter im Internet genutzt werden. Einzige Voraussetzung ist, daß er sich an die Bedingungen für die Größe und Gestaltung der einzelnen Banner hält. Denn um einen "Aufstand" bei den Empfängern zu vermeiden, die nicht Mitglieder bei @mail sind, müssen die einzelnen Werbebanner so klein (KByte) wie möglich gehalten werden.

8. Wie sieht das Bonussystem aus

Der Erfolg von @mail hängt von einem attraktiven und verständlichen Bonus- system ab. Punkte können hierbei auf verschiedene Weisen gesammelt werden:

- Punkte für das Empfangen und Versenden von Werbung
- Punkte für den Kauf aufgrund versendeter oder empfangener Werbung
- Punkte für das Werben von neuen Mitgliedern

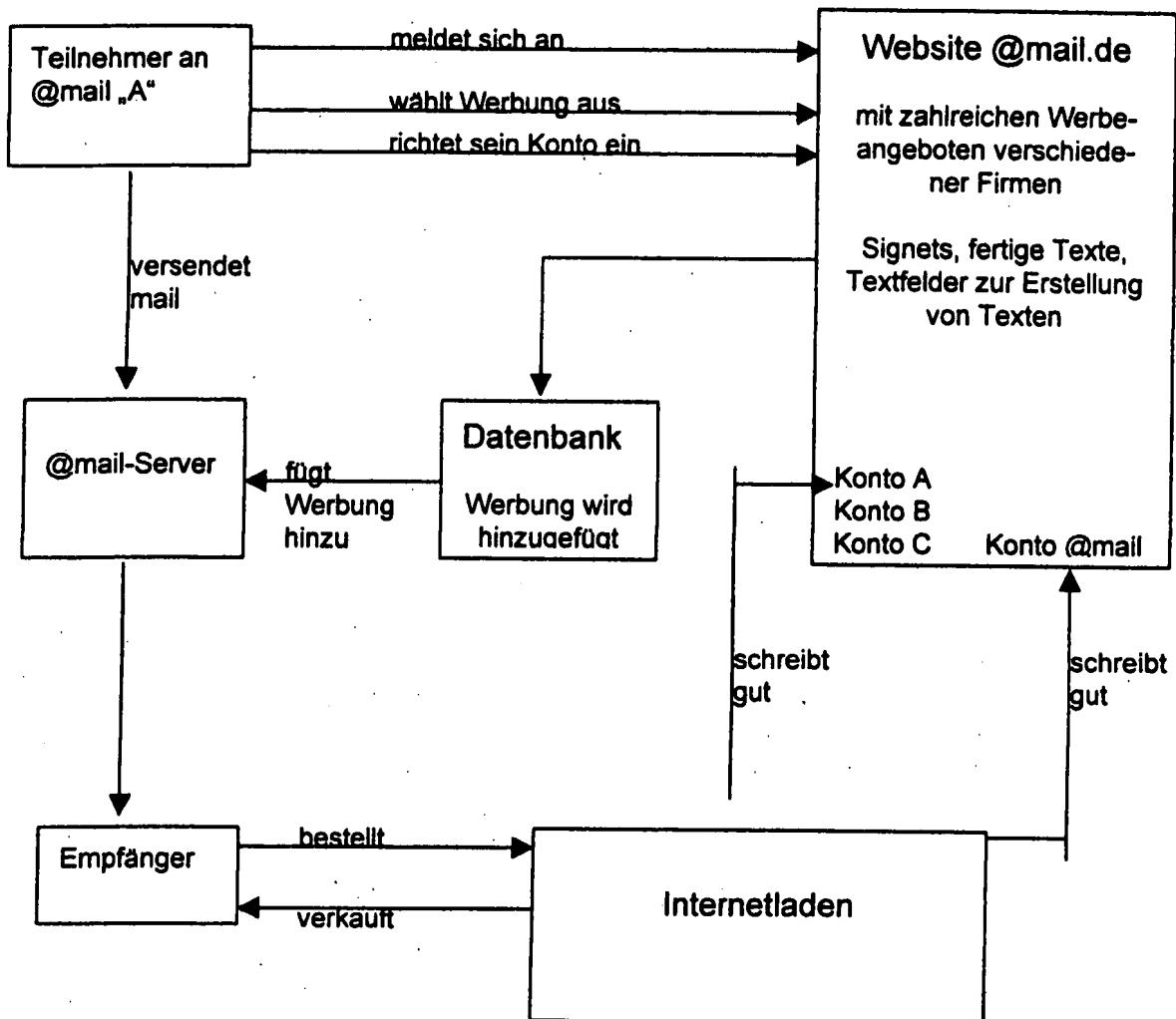
Wichtig: Die Preise müssen von Beginn an klar sein. Diese werden von Beginn an definiert. Hier gibt es zwei Möglichkeiten:

Eine bestimmte Anzahl von Punkten der Firma A führt zu einem bestimmten Produkt der Firma A.

Eine bestimmte Anzahl von Punkten der Firmen A, B, C, F, G führt zu einem firmeneutralen Produkt (Fahrrad, Koffer etc.).

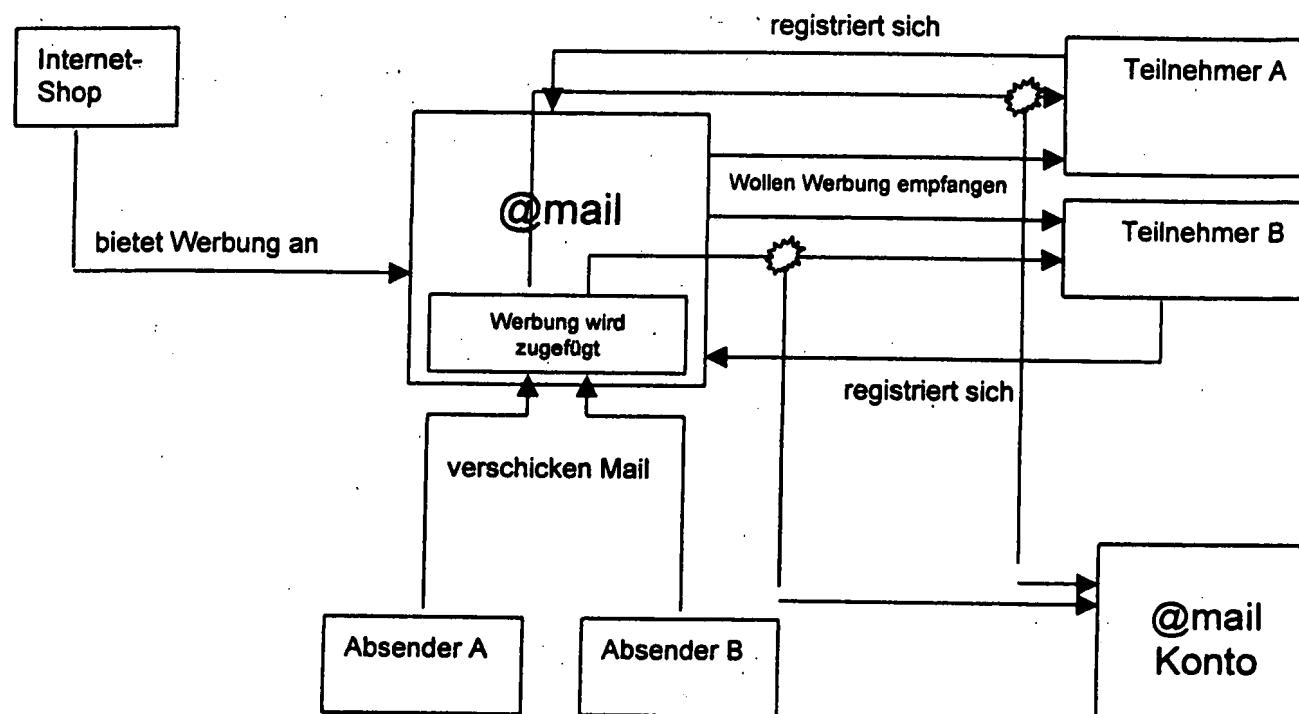
9. Schematischer Aufbau

Der gesamte schematische Aufbau und Ablauf von @mail (absenderbezogen) ist dem nachfolgenden Diagramm zu entnehmen:



1. Der Teilnehmer registriert sich, legt seine spezifischen Bedingungen fest (Keine Werbung bei offiziellen Mail, keine Werbung häufiger als 50 mal etc.), wählt die Werbung aus oder Textet sie selbst (z.B. Buchrezension) und richtet sein Konto ein.
2. Er nimmt einige wenige Konfigurationen an seinem Email-Browser vor.
3. Er schickt seine ausgehenden Emails zum @mail-Server. Die Werbung wird automatisch hinzugefügt.
4. Wenn der Adressat die Mail erhält, ist eine Werbung hinzugefügt.
5. Antwortet er auf die Mail, so läuft diese den „normalen“ Weg, d.h. nicht über den @mail-Server.

6. Bestellt der Adressat bei der beworbenen Firma, werden 15% des Verkaufspreises @mail gutgeschrieben. @ gibt 5% an den Teilnehmer weiter.
7. Der Teilnehmer kann seinen Kontostand auf dem Server überprüfen.
8. Hat er genügend Guthaben angesammelt, erhält er Produkte der betreffenden Firmen in der Höhe seines Guthabens (Bücher, Miles, Accessoires etc.)



10. Nächste Schritte

Erarbeitung eines detaillierten Konzepts für Anbieter und Kunden sowie der technischen Realisierung. Erarbeitung eines Businessmodells

Kosten:

15 Manntage a DM 3.000,-.

Concept for Structure and Operation of a New Advertising Platform - @mail -

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Concept for Structure and Operation of a New Advertising Platform - @mail -

1. Idea

An active advertisement network especially for advertising will be established which utilizes private email for advertising.

Advantages of @mail

- **@mail is a completely new and global method of gentle and private advertising.** For suppliers it will open up new markets and profits. High expenses for advertising banners will be avoided.
- **@mail is a source of income.** Every participant has the chance of earning money or appropriate bonus goods and services.

2. Present Situation

Financing of internet portals is still a problem. It is illegal sending advertising-Emails to private individuals. Because of that the complete sector of direct advertising has been lost. For the most part selling of licences is not lucrative, either.

Very often financing is generated by interactive advertising banners. Suppliers place advertising banners with various popular internetsites. The corresponding advertising costs are yielded by the „Tausender-Kontaktpreis“ (contact price) per thousand hits of other providers.

There are two good reasons for placing advertising banners:

- First: Increasing the number of accesses („hits“) on a givenpage, i.e. the higher the number of accesses, the higher the income of generated advertising banners.
- Second: selling products. For internet shops advertising is necessary, too. In the virtual world competition is extremely stiff because the competitors are near by and they can be reached simply with a mouseclick. In addition ties with certain suppliers in the virtual world more superficial than in the „real“ world.

Advertising banners can be placed by two different methods:

- Successful and important suppliers sell advertising space for themselves (for example Yahoo).
- Other suppliers engage professional marketing agencies (for example Doubleclick)

3. A projected solutions with @mail

The special feature of @mail is to utilize private Emails for advertising. Therefore notes of advertising will be added to Emails. With @mail products in the lower price range (books, accessoires, presents) can be introduced for which advertising banners would be too expensive. Every participant may choose his own advertisement.

If a deal is concluded, the participant will earn for example bonus points or a similar benefit. The idea is to encourage the customers of @mail with a special bonus program. As reward for dispatch and/or receipt of advertising via Email. This form of voluntary advertising is a legal way of circumventing the ban of advertising directed to private persons.

3.1. Sender oriented system

A number of internet companies (A) already offer downloadable files via clickable buttons at their homepages. Thereupon private users can place these at their homepages. If a business deal thus is achieved between company (A) and private person (B or C), (B) will get a bonus.

- This principle now will be applied to the area of private emails.

@mail recruits companies (A) and their range of trademarks, products, advertisements etc. which will be put to a private person's disposal. Person (B) attaches a chosen advertisement to his email. If the addressee buys a product via this link (B) will receive a bonus.

3.1.1. Participation in the @mail-bonus-system

The following steps need to be undertaken:

- The participant needs to register at @mail. He will be asked for his personal interests and those of his addressees to assist in the proper selection of advertisement. After registration of his data a personal bonus account with a special password will be assigned. The participant can check this account at any time.

A further idea: Generate an „adress book“ containing good correlations of certain individuals and advertisement groups. Certain recipients could be excluded.

- After registration certain trademarks and products are suggested for selections and configuration. A choice of five advertisements should be offered which then randomly are attached to the email. This will avoid an addressee's receiving the same advertisement.

@mail will also inform the participant if the same advertisement was sent already 50 or 100 times and propose a new selection.

Alternative:

All advertisements which fit into a participant's field of interests will be assigned to his emails by random selection. In either case the participant can add a personal note to the advertisement, thus increasing the addressee's interest (click rate).

- The participant is able to turn off the attachment of advertisement at any time. This would be particularly important for business and official emails.
- The @mail homepage will supply instructions as how to configure the participant's browser to send his emails via the @mail server. This is the only reliable method to attach advertising to email sent and to activate the bonus system.
- At any time the participant can inform himself about his current bonus status.

A further possibility: is a system which automatically informs the participant about his current credit and equivalent products which could be bought with this.

Transparency

- At any time all participants are able to perform checks on previous transactions.

3.2. Recipient oriented system

Whoever sends out advertising is entitled to bonus points and vice versa: Everybody who receives an advertisement also is entitled to bonus points.

In this case @mail operates as a recipient oriented system. This means that a FreeMail-service must be set up to handle a participant's emails. In the course of registration for this FreeMail service a user must then supply a detailed personal profile to ensure a proper selection of advertisement directed to participant. a result he only

Appropriate advertisement is attached to emails received via the FeeMail server.. The addressee receives bonus points for accepting/clicking/reading the advertisement.

A possible ranking could be:

- | | |
|---|-----------------|
| • delivery of the advertisement | 2 bonus points |
| • clicking/reading of the advertisement | 6 bonus points |
| • ordering | 15 bonus points |

3.2.1. Participation in @mail-bonus-program

The following steps are required for participation:

- The participant has to register at @mail and supply his personal interests and preferences in order to receive appropriate advertisements with his incoming email.
- The participant receives a personal email address (name@mail.de). Bonus point are credited for the reception of an email with attached advertisement.
- At any time the participant can suspend email-advertising.
- At any time the participant can check his current bonus status via a personal account.. A further possibility: is a system which automatically informs the participant about his current credit and equivalent products which could be bought with this.

Transparency

- At any time all participants are able to perform checks on previous transactions.

Advantages of the recipient oriented system:

- Addressees receive advertisements voluntarily
- Each received email earns a benefit
- Additional bonus for recruiting new members
- Establishment of a -community interested in certain products
- Trade and commerce locates interested customers
- Business email can be retrieved via @mail and advertising added

4. Advantages of @mail

4.1. Suppliers' Advantages

Potential suppliers of products via @mail are: Bookshops, toy shops, music shops, gift shops, as well as stores carrying lower priced products for which advertising banners are too expensive.

@mail is a completely new form of advertising for trade and service industry. @mail narrows the distance between supplier and consumer by directing advertisement to the specific interests of the participants. The suppliers can thus locate a large number of additional customers.

4.2 Participants' Advantages

All participants collect bonus points which can be cashed in for products. The incentive for collecting bonus points must be large enough to induce using @mail on a regular basis. Additional incentives (rewards) which could be obtained in the course of time are conceivable:

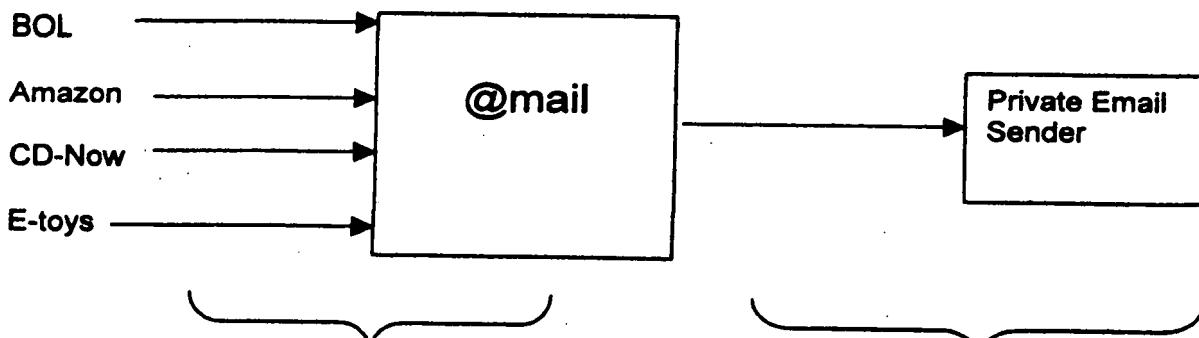
- A reward for the highest number of points collected per year.
- A lottery for all participants who have used @mail at least for one month.
- Drawing of prizes among all participants. The number of bonus points determines the number of tickets.
- etc.

5. Business Model

@mail as a large scale supplier of potential customers is able to obtain special prices and commissions (up to 15 % on all products sold) from the suppliers.

The following diagram shows how the proceeds are put together:

Sender oriented System:



ca. 15%

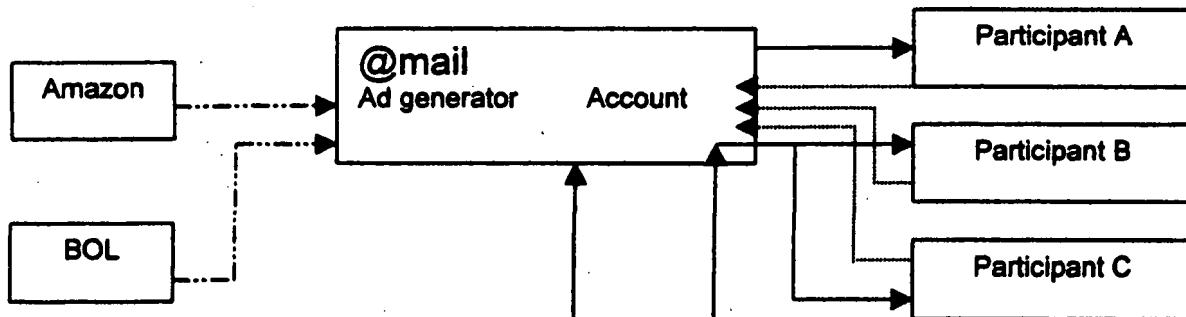
ca. 5%

ca. 10% profit for @mail

I.e.: If person B buys a book at the price of DM 100 via the advertising-link mailed by person A, @mail receives DM 15. @mail shares DM 5 of these proceeds with person A and retains DM 10

At any time A can check his account at @mail.

Recipient oriented system:



Course of email

Registration, Account

Advertisements

Financing:

Amount x

Amount v.

Amount z

6. Advertising models

Advertising can appear as a publisher's trademark, text, minireviews, testimonials, links, etc. Small data files are very important to preserve transmission speed of emails.

7. Who can Advertise at @mail

@mail can be used by every supplier in the internet. The only limiting conditions are size and layout of advertising banners. These must be as small (in KB) as possible to avoid potential addressees' annoyance.

8. Bonus program models

Only an attractive and simple bonus program will be successful. There are different ways of earning bonus points:

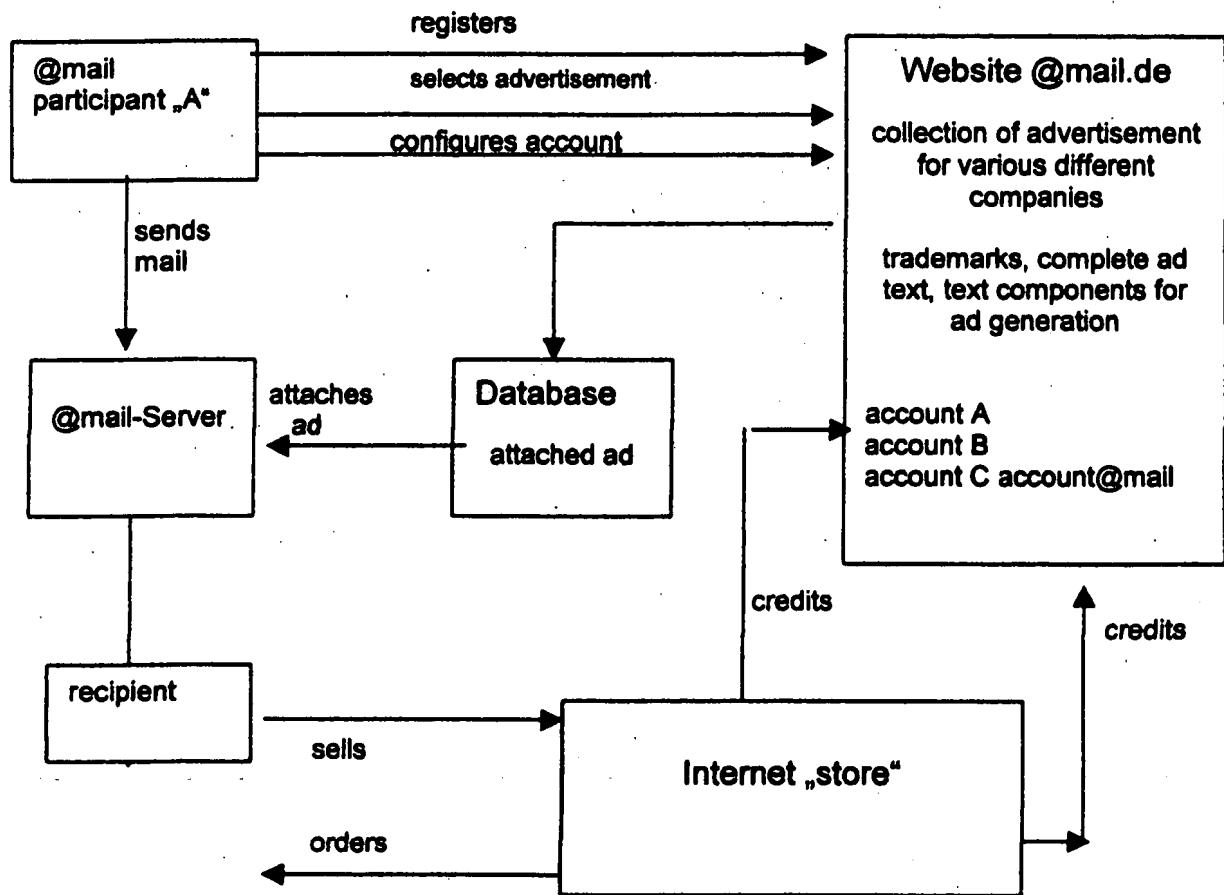
- ? Points for sending and receiving advertisements
- ? Points for product orders based on sent and received advertisements
- ? Points for recruiting new members

It is important that all rewards are fully defined at the begin of an @email advertising program. There are two basic models:

- A certain number of points collected from company A can be traded for a certain product of this company.
- A certain number of points from company A, B, C...F, G can be traded for a "neutral" product (bicycle, suitcase etc.) not of a specific company.

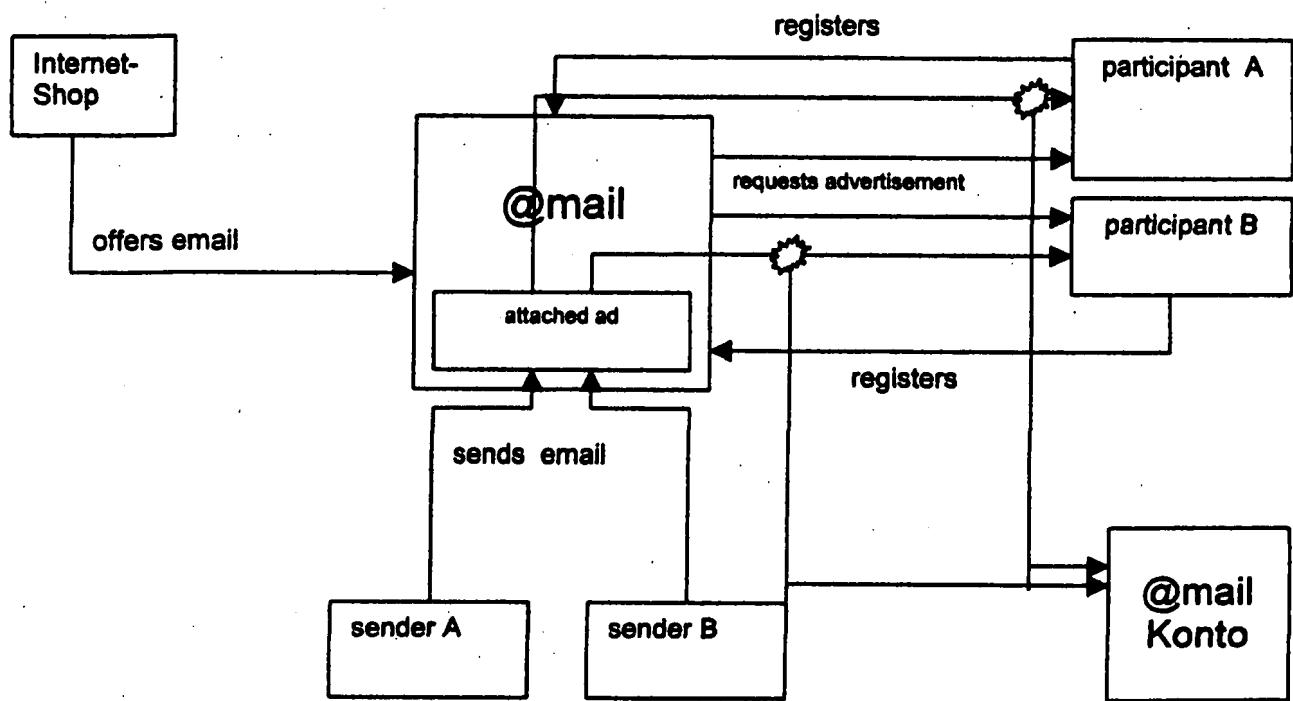
9. Structure Outline

The following diagram explains the structure and organization of @mail (sender's oriented):



1. The participant enrolls, determines personal conditions (no advertising attached to official/ business mails, not more than 50 repetitions of the same advertisement etc.), chooses finished advertisements or creates them (for example reviews) and opens his account.
2. Configuration of the email client / browser.
3. Outgoing emails are sent to the @mail server. Advertisements are added automatically.

4. The addressee receives the email with the advertisement attached.
5. Replies to the mail are sent in the usual way (not via the @mail server).
6. If the addressee orders and buys a product from the company advertised, 15 % of the price will be credited to @mail. @mail passes on 5% to the participant.
7. The participant can check his account at the server at any time.
8. Once sufficient bonus points have accumulated, these can be exchanged for products from member companies (books, airline miles, accessories etc.)



10) Next Steps

A detailed concept for suppliers, customers and technical realization, as well as a business model.

Costs:

15 man days (at DM 3.000,- each)